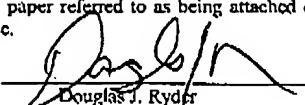


CERTIFICATE OF TRANSMISSION (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted by facsimile to the U.S. Patent and Trademark Office.

Date: 29 August 2003


Douglas J. Ryder

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/068,771	FILING DATE 05 FEB 2002	FIRST NAMED INVENTOR ELDERING ET AL.	ATTY. DKT. NO. T742-10
TITLE Targeted Advertising in On Demand Programming		ART UNIT 2611	EXAMINER Huynh, Son P

Assistant Commissioner for Patents
Washington, D.C. 20231

Amendment

This Informal Amendment is in response to the Office Action mailed June 19, 2003, the current shortened statutory period for responding being September 19, 2003. This informal amendment is being provided to the Examiner in advance of the Interview scheduled for September 10, 2003 at 1:00. It is anticipated that we will discuss the Office Action and this informal amendment at the Interview. It is anticipated that in addition to the undersigned attorney (Doug Ryder) that Charles Eldering, President/CEO of Expanse and the Inventor of this application will attend the meeting.